R J Reynolds
Tobacco Company

G. N. Kuruc, Jr.
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Mr. Philip Baseil
Quick Chek Food Stores
Box 600- Old Highway
Whitehouse, NJ 08889

Dear Phil:

To reiterate some points covered at yesterdays meeting:

- Your monthly RJR Partners Payment for store #33, Washington will be $ 255. Although we do not have a formal contract for a "carton only" Cigarette Store, I believe that this is a start in the right direction. This is a good test for both Quick Chek and RJR.
- The Data Base target group for the Direct marketing Program is comprised of smokers core franchise, occasional smokers, and competitive smokers who have taken advantage of an RJR Coupon during the past 18 months. The offers included in the Program are equal to or more lucrative than offers these smokers previously redeemed. Regarding separating both groups of smokers (after the first mailing) to those who redeemed and those who did not presents a timing problem. The gaps between redemption, collection, data analyzation, and subsequent mailing would be too large to be effective.

Enclosed is a revised Program. Please note the changes with regard to budget projections. 50% of funding would come from your Retailer Match with RJR picking up the remainder. Again, please note that the entire data base group is comprised of smokers who took advantage of previously mailed RJR coupons.

I'll talk to you when I get back from vacation the week of March 10.

Best regards,

Nick Kuruc

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